

**SAN FRANCISCO OFFICE**

**June 27, 2006**

Project Number: 100029

**To:** Valerie Knepper, MTC

**From:** Lisa Young/Bill Hurrell

**Subject:** Case Study Work Scope – City of Morgan Hill

The following memorandum presents a proposed work scope for the City of Morgan Hill Case Study. Based on the initial case study questionnaire and a preliminary meeting with City Staff on May 9, 2006, Morgan Hill's goals for this case study include:

- Receiving guidance and assistance to revise current parking management plans.
- Revise existing parking codes to reflect new development in Downtown Plan.
- Policies to support and encourage pedestrian/bike circulation between downtown and the Caltrain Depot.
- Reassess the City's 2005 Parking Management Plan.

The City also expresses concerns regarding enforcement, availability of customer parking, the financing public parking, existing code requirements, and new development needs. Additional interests include parking policies that would improve turnover of prime parking spaces, create a revenue stream for streetscape improvements, and provide shared-use parking opportunities. As such, the Morgan Hill Case Study will focus on parking strategies and policies which can financially support parking improvements as new development occurs.

The following steps are proposed:

- 1) Kick-off meeting to include review of Morgan Hill's goals, a site visit, discussion of data collection resources, and a review of the scope of work.
- 2) Define study area. In general, the proposed study area is within the downtown core area defined along Monterey Road south of Main Street, east of Del Monte Avenue, west of Depot Street and north of Dunne Avenue. For data collection purposes, representative on-street parking observations will be conducted on Monterey Road as well as Depot, First, Second and Third Streets. Public and private off-street parking facilities in the downtown area will also be observed.
- 3) Review and confirm existing parking inventories and parking utilization based on the City's Downtown Parking Resources Management Plan (2005). WSA will confirm an inventory of existing parking spaces and their designations (e.g. time restrictions) for the study area. Existing utilization data including occupancy, duration, and turnover will also

be spot checked for both on-street and off-street parking. The parking data collected by WSA will be compared with the previous parking study to verify the accuracy of this data.

- 4) Inventory and review the most current land use conditions in the downtown study area, including available information on building square footages and number of dwelling units. Using a tailored parking demand model, WSA will prepare a parking demand analysis for the study area. This model will be calibrated for Morgan Hill to include modal information, the extent of a captive-market environment, and the parking supply availability. In addition, future parking demand of the study area will be determined based on short-term and/or long-term goals. As such, WSA will thoroughly review the existing reports/information available for the study area, notably, land use information from the Morgan Hill Downtown Plan (2003), the Downtown Parking Resources Management Plan (2005), as well as any future policies or changes in the proposed study area (e.g. Morgan Hill Cultural Center and Courthouse updates, Depot Street Capital Improvement Project, Third Street Improvements and any new proposed developments). This information will be compared to WSA's parking demand analysis to determine which assumptions are appropriate for a parking management plan.
- 5) Review existing policies and programs with direct implications on parking such as the Controlled Growth Program. WSA will review current policies and assess their impact on parking and mode share demand. WSA will also evaluate Morgan Hill's policy implementation history, evidence of stakeholder acceptance, cost implications and other pertinent information provided by City Staff.
- 6) Interview various stakeholders including but not limited to the Downtown Association, the Chamber of Commerce, downtown residents, downtown developers, Santa Clara County, and CalTrain/VTA to understand their perspectives on Morgan Hill's potential parking policies.
- 7) Based on the previous steps, a parking profile for the Morgan Hill study area will be developed. A memorandum describing findings of the parking conditions, existing requirements and policies, forecasted demand, and stakeholder participation will be presented.
- 8) This information will be used to form smart growth and TOD parking strategies which are applicable and site specific to the Morgan Hill downtown area. These may include but not be limited to:
  - A Parking Benefit District for the downtown area
  - Policies/programs to encourage pedestrian and bicycle activity between the Caltrain Depot and Monterey Road.
  - Revisions to in-lieu fees.
  - Shared Parking Strategies as new development occurs.